

# **The Armory Project: Partnering with Firearm Retailers to Promote Voluntary Out-of-Home Storage**

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# The role of firearms in U.S. suicides

- **More than half** of suicides in the United States involve a firearm
- Among U.S. Veterans, **74%** of suicides were by firearm

# Lethal Means Safety saves lives

**Range of options for making firearms and other lethal means less accessible**



# We need trusted, credible messengers to talk about Lethal Means Safety and out-of-home storage

- Healthcare providers are traditional messengers
- Problems with this approach:
  - Mistrust
  - Interventions only within healthcare settings are missing the audience
- Credible messengers include other firearm owners, military Veterans, & firearms professionals (e.g., Federal Firearm Licensees/FFLs)
- FFLs are most trusted location for voluntary out-of-home storage

# The Armory Project

MISSION: empower firearm owners with practical options for responsible firearm storage; provide education, training, and resources for firearm retailers and other partners to lead suicide prevention efforts

## PUBLIC HEALTH APPROACH TO SUICIDE PREVENTION

Reduce firearm suicides by facilitating secure in-home and temporary out-of-home firearm storage while fostering a culture of responsible gun ownership and mental wellness

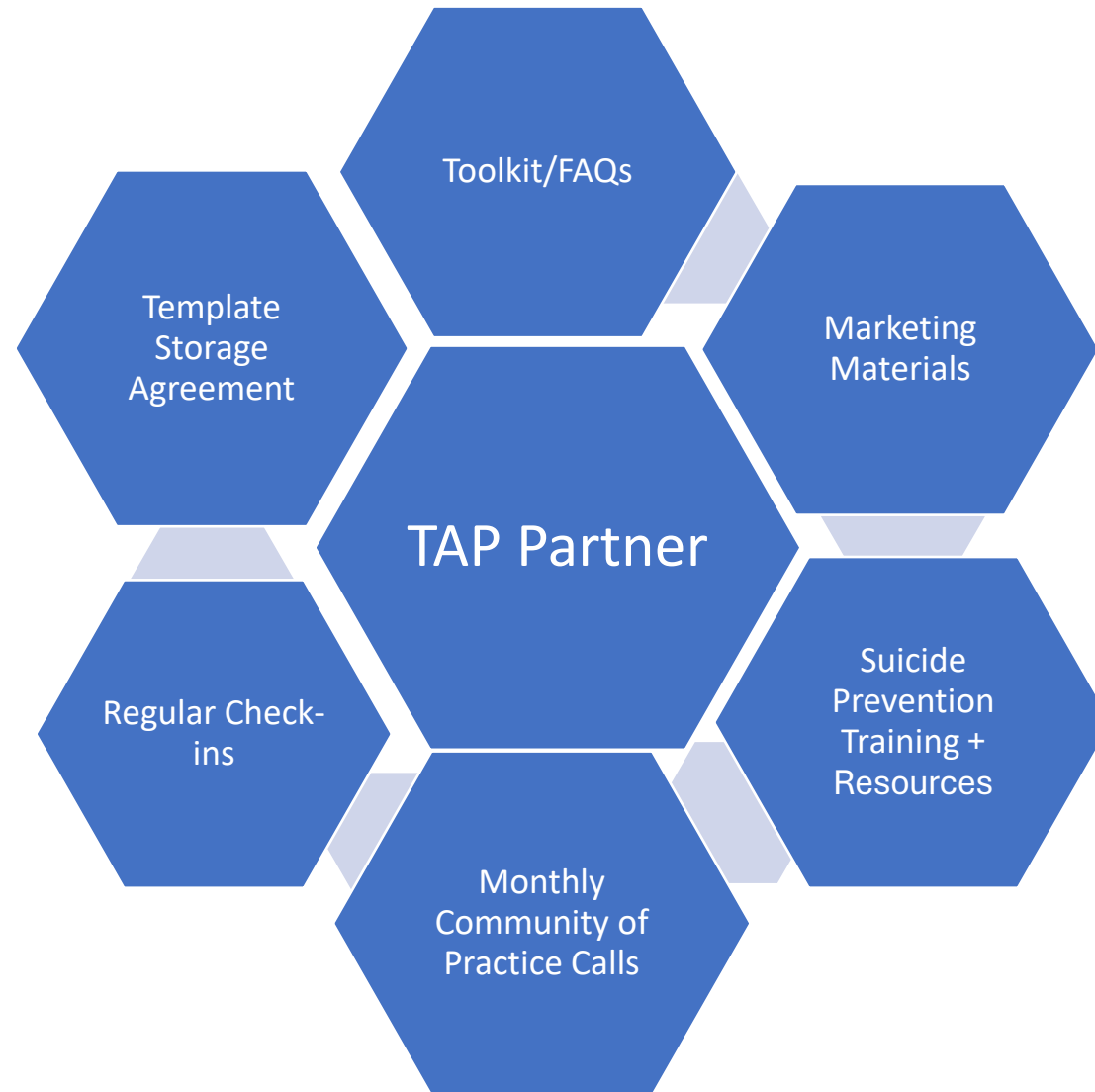




# The Armory Project: Partnering with Firearm Retailers (FFLs)



# Key Elements of TAP

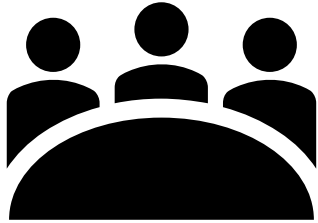


## TAP Activities Between October 2021 and August 2025



Partners

48



Staff Trained

200+



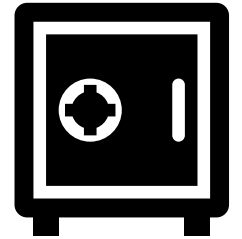
Materials Distributed

20,000+



Individuals Helped

100+



Firearms Stored

1,000+

Louisiana  
2021

Arkansas  
2023

Kansas, Florida, Arizona  
2025



# Impacts and outcomes

*“My attitude has changed, and I use these conversations as an example to my employees.” (owner)*

*“Obviously, a gun store is not traditionally thought of as a place where you go to talk about mental health. But you have this brochure in front of you, and that opens things up... we’ve had multiple conversations that are beneficial for all.” (staff)*

## ORIGINAL ARTICLE

Suicide and  
Lethal  
Self-Harm  
BEHAVIOR

### **The armory project: Partnering with firearm retailers to promote and provide voluntary out-of-home firearm storage**

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## LIFE CHALLENGES + MENTAL HEALTH RESOURCES

Firearm retail  
staff sharing  
resources with  
customers

National Suicide Prevention Lifeline	Free counseling and support for anyone in the United States	988 (Veterans press 1) Text 838255 Chat at <a href="https://veteranscrisisline.net">veteranscrisisline.net</a>
Crisis Text Line	24/7 text support for anyone (not just Veterans) going through a crisis	Text HOME to 741741
SAMHSA National Helpline + Treatment Locator	Free support and treatment locator/referral services for mental and/or substance use	800-662-HELP (4357) Text ZIP code to 435748 <a href="https://findtreatment.samhsa.gov">findtreatment.samhsa.gov</a>
Don't Wait. Reach Out.	Veterans complete a self-assessment to proactively find specific support and resources	<a href="https://www.va.gov/REACH/">https://www.va.gov/REACH/</a>
Postvention Resources	Support for survivors of suicide loss	<a href="https://www.postvention.org/mirecc.va.gov/vsn19/postvention">https://www.postvention.org/mirecc.va.gov/vsn19/postvention</a>
Give an Hour Counseling	Free counseling and education for Veterans and Service Members	<a href="https://www.giveanhour.org">www.giveanhour.org</a>
Vets4Warriors	Help with challenges before they escalate into a crisis for veterans, military, and families	855-838-8255 Or chat/email at <a href="https://www.vets4warriors.com">www.vets4warriors.com</a>
Military OneSource	Confidential support for military members and families during times of stress (non-crisis)	800-342-9647 <a href="https://www.militaryonesource.mil">www.militaryonesource.mil</a>
VA Resources for Mental Health & Suicide Prevention	Information and resources for suicide prevention, coping & support, and lethal means safety through the VA	<a href="https://www.mentalhealth.va.gov/suicide_prevention/">https://www.mentalhealth.va.gov/suicide_prevention/</a>
Vet Center (Readjustment Counseling)	Confidential support for combat veterans and families facing issues with readjustment to civilian life	877-WAR-VETS 877-927-8387
Human Services Districts and Authorities	Various mental health and substance use related counseling and treatment in Louisiana	Find information for your parish here: <a href="https://laddc.org/human-services-districts-authorities/">https://laddc.org/human-services-districts-authorities/</a>

# TAP training highlights 988 resource

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Free, Confidential Support 24/7/365  
with chat and text options available

Available to:

- Veterans (press 1 for Veterans)
- Service members
- Family members
- Friends

If you are helping someone else who is in crisis, you can also call them for support



# 2022 Louisiana legislation addressed retailers' concerns about potential liability

- Bi-partisan legislation [HB260 \(la.gov\)](https://legis.la.gov/bills/2022/2022_0000/2022_0000_bill_00260.html)
- Veterans and retailer testified in support
- Passed unanimously in LA State House and Senate, signed by Governor Aug 2022
- First legislation to define FFL (Federal Firearm Licensee) and temporary hold

## **Immunity from civil liability**

- (except in case of unlawful conduct by FFL)

**Since then, laws modeled on Louisiana have passed in Montana, Arkansas, Nevada & Alabama**

**In anticipation of expansion, TAP is providing technical assistance and expert testimony to other states**

# Getting the word out and addressing concerns

- TAP has downloadable provider and patient cards on our website: [www.armoryproject.org](http://www.armoryproject.org) under “TAP materials”  
<https://www.armoryproject.org/program#toolkit>
- We also provide answers to frequently asked questions from firearm owners

## STORAGE OPTIONS

- ▶ **Clean and Hold:** Your retailer may hold your firearms for a set period of time and may offer basic cleaning or other services for a small fee.
- ▶ **Temporary Storage:** Your retailer may agree to temporarily store your firearm for free or a small cost.



THE ARMORY PROJECT

**ANSWERS TO FREQUENTLY  
ASKED QUESTIONS**



Visit [www.armoryproject.org/](http://www.armoryproject.org/)



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## FIND FIREARM STORAGE NEAR YOU

### VOLUNTARY OUT-OF-HOME FIREARM STORAGE

There are times where the safest and most responsible thing is to temporarily store firearms outside of the home environment. For those times, The Armory Project connects gun owners across several states with voluntary, temporary firearm storage options in their community.

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# Questions & Discussion

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